ORDER

Orders Order / Rev: 698965 06224678 Alt Order #: AMERICAN CROSSROADS Product Desc: WKYC Estimate: 691 09/18/12 - 09/27/12 Flight Dates: Primary AE: Joe Knauer Original Date / Rev: Sales Office: T-WAS 09/24/12 / 09/24/12 Order Type: Political Sales Region: NAT Crossroads Media/ POL Agency Name: **Buying Contact:** Amber Blonden Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza Suite 500 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: **American Crossroads** Demographic: A25-54 New Business Thru: **Product Codes:** IS-Issue/Non Order Separation: 00:15:00 Priority: P-3 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

art Date End Date	# Spots	Gross Amount	Net Amount	. [
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Start Date	End Date	# Spots	Gross Amount	Net Amount	Ivionth	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/27/12	38	\$58,200.00	\$49,470.00	September 2012	38	\$58,200.00	\$49,470.00	0.00
					Totals	38	\$58,200.00	\$49,470.00	0.00

Totals

Account Executives

Bill Plan

Account Executive	Sales Office Sales Region		Start Date / End Date	Order %	
Joe Knauer			Start Of Order - End Of Order	100%	

Ln Ch Start End Inventor	v Code Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
1 WKYC 09/21/12 09/21/12 M-F 4-5p		4p-5p	F	:30 1	\$750.00 P-3	0.00 NM	1	\$750.00
Ellen De	_	- F - F	_		************		•	*********
ELEMENT AT POSTION 1 IN DAYDET		TE ELLEN						
Start Date End Date Weekda	ays Spots/Week	Rate	<u>Rating</u>					
Week: 09/17/12 09/23/12 F-	- 1	\$750.00	0.00					
2 WKYC 09/21/12 09/21/12 M-F 5-6a	CM	5a-6a	F	:30 1	\$650.00 P-3	0.00 NM	1	\$650.00
Channel ELEMENT AT POSTION 1 IN DAYDET	3 News @ 5AM TAILEDPERIOD IS RA	TE CH3 NEW	S SUNRS					
Start Date End Date Weekda	ays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12 F-	1	\$650.00	0.00					
3 WKYC 09/21/12 09/21/12 M-F 7-73	0p CM	7-730p	F	:30 1	\$2,500.00 P-3	0.00 NM	1	\$2,500.00
Channel	3 News at 7P							
ELEMENT AT POSTION 1 IN DAYDET	AILEDPERIOD IS RA	TE CH 3 NEW	/S 7-7:30P					
Start Date End Date Weekda		Rate	<u>Rating</u>					
Week: 09/17/12 09/23/12F-	<u>'</u>	\$2,500.00	0.00					
4 WKYC 09/24/12 09/24/12 LN (M-Su	,	11P-1135P	M	:30 1	\$2,400.00 P-3	0.00 NM	1	\$2,400.00
	vs (M-Su)	TE OLLO NIMO	NAT 44 M OUN					
ELEMENT AT POSTION 1 IN DAYDET								
<u>Start Date</u> <u>End Date</u> <u>Weekda</u> Week: 09/24/12 09/30/12 <u>M</u>		Rate \$2,400.00	Rating 0.00					
Week. 09/24/12 09/30/12 11	I		M	.20 4	Ф750 00 D 2	0.00 NIM	,	#750.00
5 WKYC 09/24/12 09/24/12 M-F 4-5p Ellen De		4p-5p	IVI	:30 1	\$750.00 P-3	0.00 NM	1	\$750.00
ELEMENT AT POSTION 1 IN DAYDET	0	TE ELLEN						
Start Date End Date Weekda		Rate	Rating					
Week: 09/24/12 09/30/12 M	- 1	\$750.00	0.00					

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Order / Rev: 698965 Advertiser: American Crossroads

Alt Order #: 06224678 Product Desc: AMERICAN CROSSROADS WKYC

Flight Dates: 09/18/12 - 09/27/12 Estimate: 691

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
6 WKYC	09/24/1	2 09/24/12	M-F 5-6a	CM	5a-6a	l	Л	:30	1	\$650.00 P-3	0.00 NM	1	\$650.00
			Channel 3 News										
			N DAYDETAILEDF										
Sta Week: 09/	rt Date	End Date 09/30/12	Weekdays M	Spots/Week 1	Rate	Ratin	<u> </u>						
		2 09/24/12		CM	\$650.00 6a-7a	0.0	<u>Л</u>	:30		\$1,200.00 P-3	0.00 NM	1	\$1,200.00
/ WRIC	09/24/1	2 09/24/12	Channel 3 News	_		Г	VI	.30	,	\$1,200.00 F-3	U.UU INIVI	'	\$1,200.00
ELEME	NT AT P	OSTION 1 IN	N DAYDETAILEDF			NS TOD	AY						
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
Week: 09/	24/12	09/30/12	M	1	\$1,200.00	0.0	00						
8 WKYC	09/24/1	2 09/24/12	•	CM	7-730p	1	Л	:30	1	\$2,500.00 P-3	0.00 NM	1	\$2,500.00
		OCTION 4 IN	Channel 3 News N DAYDETAILEDF		TE CH 2 NE	\\\C 7 7.	200						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin							
Week: 09/		09/30/12	M	<u> 5pots/Week</u>	\$2,500.00	0.0							
		2 09/22/12	SAT TDY	CM	7a-9a		S-	:30	1	\$1,400.00 P-3	0.00 NM	1	\$1,400.00
			NBC Today Sho	w (Sa)						, ,			, ,
ELEME	NT AT P	OSTION 1 IN	N DAYDETAILED	PERIOD IS RA	TE SAT TOD	DAY							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	_						
Week: 09/		09/23/12	S-	1	\$1,400.00	0.0						_	
10 WKYC	09/23/1	2 09/23/12	Post NFL News	CM	Various	-	S	:30	1	\$2,400.00 P-3	0.00 NM	1	\$2,400.00
FLEME	NT AT P	OSTION 1 IN	LN Sun Follows N DAYDETAILEDF		TE LATE NE	WS (FC	I I OWING	NFL)					
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin) ((I L)					
Week: 09/		09/23/12	S	1	\$2,400.00	0.0	_						
11 WKYC	09/23/1	2 09/23/12	SUN TDY	CM	8a-9a	-	S	:30	1	\$1,600.00 P-3	0.00 NM	1	\$1,600.00
			NBC Today Sho										
			N DAYDETAILEDF										
	rt Date	End Date	Weekdays S	Spots/Week	Rate	Ratin	_						
Week: 09/		09/23/12		1	\$1,600.00	0.0	T	.20		\$2,400,00 D.2	0.00 NIM	,	£4.000.00
12 WKYC	09/20/1	2 09/27/12	M-F 11-1135p Channel 3 News	CM at 11n M-F	11-1135p	-	1	:30	1	\$2,400.00 P-3	0.00 NM	2	\$4,800.00
ELEME	NT AT P	OSTION 1 IN	N DAYDETAILEDF		TE CH 3 NW	/S AT 11	M-SUN						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin							
Week: 09/		09/23/12	<u>T</u>		\$2,400.00	0.0							
Week: 09/		09/30/12	T		\$2,400.00	0.0		/II		marth Data	Dia Tura		
	Date Ra		escription 1-F 11-1135p		t/End Time 135p			<u>/eekdays</u> Th			Rtg Type 0.00 NM		
	e MG 12		I-I 11-1130p	11-1	133р			111		.30(ψ2, 400.00)	0.00 /1///		
	gm Char												
3 NKYC	09/24/12	2-09/30/12 P	ost NFL News	Vari	ous			Th	-	:30 \$2,400.00	0.00 NM		
_	for 12.2												
	news at												
13 WKYC	09/20/1	2 09/27/12		CM	4p-5p	-	T	:30	1	\$750.00 P-3	0.00 NM	2	\$1,500.00
ELEME	NT AT D		Ellen Degeneres N DAYDETAILEDF		TE ELLEN								
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	a						
Week: 09/		09/23/12	T	1	\$750.00	0.0	_						
Week: 09/	24/12	09/30/12	T	1	\$750.00	0.0							
14 WKYC	09/20/1	2 09/27/12	M-F 5-6a	СМ	5a-6a	-	T	:30	1	\$650.00 P-3	0.00 NM	2	\$1,300.00
			Channel 3 News										
			N DAYDETAILEDF										
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> T	Spots/Week	Rate	Ratin 0.0	_						
Week: 09/		09/23/12	T	1	\$650.00 \$650.00	0.0							
		2 09/20/12			6a-7a		T	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
_	- / -		Channel 3 News							. ,			. ,
ELEME	NT AT P	OSTION 1 IN	N DAYDETAILEDF	PERIOD IS RA	TE CH3 NEV	NS TOD	AY						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	_						
Week: 09/		09/23/12	T	1	\$1,200.00	0.0				40 FCC C = -	0.00	_	AF 225
16 WKYC	09/20/1	2 09/27/12	M-F 7-730p	СМ	7-730p	-	T	:30	1	\$2,500.00 P-3	0.00 NM	2	\$5,000.00

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Order / Rev: 698965 Advertiser: American Crossroads

Alt Order #: 06224678 Product Desc: AMERICAN CROSSROADS WKYC

Flight Dates: 09/18/12 - 09/27/12 Estimate: 691

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Channel 3 News at 7P ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NEWS 7-7:30P Start Date **End Date** Weekdavs Spots/Week Rate Rating Week: 09/17/12 09/23/12 - - - T- - -1 \$2,500.00 0.00 - - - T- - -Week: 09/24/12 09/30/12 1 \$2,500.00 0.00 17 WKYC 09/18/12 09/25/12 M-F 11-1135p 11-1135p - T- - - -1 \$2,400,00 P-3 0.00 NM \$4.800.00 Channel 3 News at 11p M-F ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/17/12 09/23/12 - T- - - -1 \$2,400.00 0.00 Week: 09/24/12 09/30/12 - T- - - -1 \$2,400.00 0.00 18 WKYC 09/18/12 09/25/12 M-F 4-5p СМ - T- - - -\$750.00 P-3 0.00 NM 4p-5p .30 \$1.500.00 Ellen Degeneres ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN Spots/Week Start Date **End Date** Weekdays Rating Week: 09/17/12 09/23/12 - T- - - -\$750.00 0.00 09/30/12 - T- - - -\$750.00 0.00 Week: 09/24/12 19 WKYC 09/18/12 09/25/12 M-F 5-6a - T- - - -\$650.00 P-3 0.00 NM \$1,300.00 CM 5a-6a :30 Channel 3 News @ 5AM ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS Start Date **End Date** Weekdays Spots/Week Rating Week: 09/17/12 09/23/12 - T- - - -\$650.00 0.00 - T- - - -Week: 09/24/12 09/30/12 \$650.00 0.00 20 WKYC 09/18/12 09/18/12 M-F 6-7a - T- - - -CM 6a-7a :30 1 \$1.200.00 P-3 0.00 NM \$1,200.00 Channel 3 News Today @ 6AM ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS TODAY **End Date** Spots/Week Start Date Weekdays Rate Rating Week: 09/17/12 09/23/12 \$1,200.00 0.00 21 WKYC 09/18/12 09/25/12 M-F 7-730p 1 \$2.500.00 P-3 CM 7-730p - T- - - -0.00 NM \$5.000.00 Channel 3 News at 7P ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NEWS 7-7:30P **End Date** Start Date Weekdays Spots/Week Rate Rating 09/23/12 _T____ Week: 09/17/12 1 \$2,500.00 0.00 - T- - - -Week: 09/24/12 09/30/12 1 \$2,500.00 0.00 22 WKYC 09/19/12 09/26/12 M-F 11-1135p CM 11-1135p - - W- - - -1 \$2.400.00 P-3 0.00 NM \$4.800.00 Channel 3 News at 11p M-F ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN Rating Start Date End Date Weekdays Spots/Week Rate - - W- - - -Week: 09/17/12 09/23/12 1 \$2,400.00 0.00 - - W- - - -Week: 09/24/12 09/30/12 1 \$2,400.00 0.00 23 WKYC 09/19/12 09/26/12 M-F 4-5p -- W----\$750.00 P-3 0.00 NM \$1.500.00 CM :30 4p-5p Ellen Degeneres ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN **End Date** Start Date Weekdays Spots/Week Rating Rate - - W- - - -Week: 09/17/12 09/23/12 \$750.00 0.00 1 Week: 09/24/12 09/30/12 - - W- - - -\$750.00 0.00 24 WKYC 09/19/12 09/26/12 M-F 5-6a - - W- - - -\$650.00 P-3 0.00 NM \$1,300.00 CM :30 5a-6a Channel 3 News @ 5AM ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS Spots/Week Rating Start Date **End Date** Weekdays Rate - - W- - - -Week: 09/17/12 09/23/12 \$650.00 0.00 Week: 09/24/12 09/30/12 --W---\$650.00 0.00 25 WKYC 09/26/12 09/26/12 M-F 6-7a 6a-7a - - W- - - -1 \$1,200.00 P-3 0.00 NM CM :30 \$1,200.00 Channel 3 News Today @ 6AM ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS TODAY **End Date** Spots/Week Rating Start Date Weekdays Rate 09/30/12 - - W- - - -Week: 09/24/12 1 \$1,200.00 0.00 26 WKYC 09/19/12 09/26/12 M-F 7-730p CM 7-730p - - W- - - -:30 1 \$2,500.00 P-3 0.00 NM \$5,000.00 Channel 3 News at 7P ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NEWS 7-7:30P Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/17/12 09/23/12 - - W- - - -1 \$2,500.00 0.00

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Order / Rev: 698965 Advertiser: American Crossroads Alt Order #: 06224678 Product Desc: AMERICAN CROSSROADS **WKYC** Flight Dates: 09/18/12 - 09/27/12 Estimate: 691 Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 26 WKYC 09/19/12 09/26/12 M-F 7-730p CM 7-730p - - W- - - -:30 1 \$2,500.00 P-3 0.00 NM \$5,000.00 Channel 3 News at 7P ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NEWS 7-7:30P Start Date **End Date** Weekdays Spots/Week Rate Rating

\$2,500.00

0.00

Week: 09/24/12

09/30/12

- - W- - - -

Totals 38 \$58,200.00